

2011 ISDA Market Promotion & Distribution Program Grant Score Sheet

Applicant:

Project Name:

Proposal shows promise to Increase Sales and/or improve access. (Volume, price, market share)

0 1 2 3 4 5 6 7 8 9 10

Project addresses a challenge of the industry and adds to its overall marketing/distribution strategy.

0 1 2 3 4 5 6 7 8 9 10

Project is attainable and innovative.

0 1 2 3 4 5 6 7 8 9 10

Project has support of the industry sector.

0 1 2 3 4 5 6 7 8 9 10

Proposal clearly defines goals, key steps and timelines for project.

0 1 2 3 4 5 6 7 8 9 10

Project can leverage grant dollars from outside funding sources.

0 1 2 3 4 5 6 7 8 9 10

Project can be accomplished in 1 year time frame.

Yes- 10 points

No- 0 points

Total Score out of 70:

Comments:

Strengths:

Weaknesses: